



WSOC-TV

Advertiser	WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700	Schedule Dates	08/11/12-08/17/12	Date Entered	08/10/12
Agency	National Media (2711)	Last Modified	08/10/12	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No	Headline #	0627741
Brand	2990 RNC (134920)	Demo		Order Type	Normal
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Package Deal		Commission %	15.00
Sales Office	Telerep/Philadelphia	Commission		Commission	\$4,507.50
Buyer Name	ANGLE,BEN	Net Total		Net Total	\$25,542.50
Phone/Fax	/	Sales Tax		Sales Tax	
CPE	20/442/2990				
Account Types	National/Political				
Billing Type	Standard				
Comments	RNC 8/11 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** COMMITTEE				

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
COMMITTEE

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/17/12-08/17/12	2	:30	12:05A- 12:35A (EST)							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	ABC-NETLINE<	8/10/12	
2.0	Normal Line / Spot	08/17/12-08/17/12	3	:30	5P- 5:30P (EST)							1	1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYWIT NWS 5	8/10/12	
3.0	Normal Line / Spot	08/17/12-08/17/12	2	:30	5:30A- 6A (EST)							1	1	\$650.00	\$650.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/10/12	
4.0	Normal Line / Spot	08/13/12-08/13/12	2	:30	11:35P- 12:05A (EST)							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	ABC-NETLINE<	8/10/12	
5.0	Normal Line / Spot	08/13/12-08/13/12	3	:30	5P- 5:30P (EST)							1	1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYWIT NWS 5	8/10/12	
6.0	Normal Line / Spot	08/13/12-08/13/12	2	:30	5:30A- 6A (EST)							1	1	\$650.00	\$650.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/10/12	
7.0	Normal Line / Spot	08/13/12-08/13/12	3	:30	6P- 6:30P (EST)							1	1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	EYWIT NWS 6	8/10/12	
8.0	Normal Line / Spot	08/13/12-08/13/12	2	:30	6:58P- 7:30P (EST)							1	1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12	
9.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6A- 7A (EST)							1	1	\$800.00	\$800.00	Charlotte (WSOC)	EYE NW SA MRN1	8/10/12	
10.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	7A- 8A (EST)							1	1	\$800.00	\$800.00	Charlotte (WSOC)	EYE NW SA MRN2	8/10/12	
11.0	Normal Line / Spot	08/16/12-08/16/12	2	:30	11:35P- 12:05A (EST)							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	ABC-NETLINE<	8/10/12	
12.0	Normal Line / Spot	08/16/12-08/16/12	2	:30	5A- 5:30A (EST)							1	1	\$650.00	\$650.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/10/12	
13.0	Normal Line / Spot	08/16/12-08/16/12	3	:30	5P- 5:30P (EST)							1	1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYWIT NWS 5	8/10/12	
14.0	Normal Line / Spot	08/14/12-08/14/12	2	:30	5A- 5:30A (EST)							1	1	\$650.00	\$650.00	Charlotte (WSOC)	EYE-5AM DAYBRK	8/10/12	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

National Media  
815 Slaters Lane  
Alexandria, VA 22314

National Media  
815 Slaters Lane  
Alexandria, VA 22314

Schedule Dates  
08/11/12-08/17/12  
Advertiser  
Republican National Committee (9117)  
Agency  
National Media (2711)  
Product  
Political - Issue (1068)  
Brand  
2990 RNC (134920)  
Salesperson  
Telerep/Philadelphia, Philadelphia (1057)  
Sales Office  
Telerep/Philadelphia  
Buyer Name  
ANGLE,BEN  
Phone/Fax  
/ CPE  
Account Types  
National/Political  
Billing Type  
Standard  
Comments  
RNC 8/11  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
COMMITTEE

Charlottesville (WSOC)  
By Broadcast Month  
Aug. 2012 Spots 21 \$30,050.00  
Grand Total: 21 \$30,050.00

Date Entered	08/10/12	Last Modified	08/10/12	Entered By	Jill Hipskind	CO-OP	No	Headline #	
Charlottesville (WSOC)	By Broadcast Month	Spots	21	\$30,050.00					
Aug. 2012									
Demo		Order Type	Packaged Deal	Commission %	15.00	Commission	\$4,507.50	Net Total	\$25,542.50

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	08/14/12-08/14/12	3	:30	6P- 6:30P (EST)								1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	EYEWIT NWS 6	8/10/12	
16.0	Normal Line / Spot	08/14/12-08/14/12	2	:30	6:58P- 7:30P (EST)								1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12	
17.0	Normal Line / Spot	08/15/12-08/15/12	3	:30	5P- 5:30P (EST)								1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12	
18.0	Normal Line / Spot	08/15/12-08/15/12	2	:30	5:30A- 6A (EST)								1	\$650.00	\$650.00	Charlotte (WSOC)	EYE-5AM DAYBK	8/10/12	
19.0	Normal Line / Spot	08/15/12-08/15/12	3	:30	6P- 6:30P (EST)								1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	EYEWIT NWS 6	8/10/12	
20.0	Normal Line / Spot	08/15/12-08/15/12	2	:30	6:58P- 7:30P (EST)								1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12	
21.0	Normal Line / Spot	08/14/12-08/14/12	3	:30	5P- 5:30P (EST)								1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6272741  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 610-225-1121  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG10/12 12.3  
\*\*\* WSOC-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/RNC  
AGY # \_\_\_\_\_ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

REP. # \_\_\_\_\_ OFF. # 220 SALESMAN #  
BUYER NAME BEN ANGLE  
SALES PRSN PH- NICK WELTE

ORDER # \_\_\_\_\_  
PRDCT RNC 8/11

CONTRACT # 6272741  
EST#2990 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG11/12 AUG17/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED  
DATE AUG10/12 12.39

REP: TO JILL  
FR JARED

NEW RNC ORDER

TOTAL \$30050

PLS CNF THANKS

CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

REPUBLICAN NATIONAL COMMITTEE

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTAL:  
:LINE#: : : : : : : DATE : DATE : /WK: INV# : : :SPTS:

AGENCY ADVERTISER CODE = 20  
AGENCY PRODUCT CODE = 442

1125E-1205A

FRI

1

1

AGENCY EST# = 2990

PROGRAM : ABC-NITELINE<  
RA35-64 : 2.4  
CON COM1: ABC-NITELINE<

1 500P-530P

FRI

1

2

\$1,200.00 8/17 8/17 1

\$1,800.00 8/17 8/17 1

PROGRAM : EYEWIT NWS 5  
RA35-64 : 3.0  
CON COM1: EYEWIT NWS 5

REP HEADLINE# 6272741  
\*\*\*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

HAX# 01-0-0-0-0-0-0-0  
! ! !  
ORT FROM REP

AUG10/12 12:3  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6272741

REP: TEL# 610-225-4100 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 610-225-4100 CREDIT RISK !!! HARRIS REPORT FROM REP \*

AUG10/12 12 \* 3  
\*\*\* WSOC-TV \*\*\*

REP HEADLINE# 6272741  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\* ORIGINAL REV#0 \*\*\*

FAX# 010-225-4100  
TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG10/12 12:3  
\*\*\* WSOC-TV \*\*\*

LINE#:	REP :	CD:	TIME	PERIOD	: LGTH :	SEC :	RATE	: START :	END :	ISPTS:	WEEK :	DAYS	: TOTAL:	: SPTS:
:	LINE#:	:	:	:	:	:	:	DATE :	DATE :	/WK:	INVT :			
19				1135P-1205A	30		\$1,200.00	8/15	8/15	0				0
	PROGRAM :	ABC-NITELINE<												
	RA35-64 :	2.4												
	CON COM1:	ABC-NITELINE<												
20				500P-530P	30		\$1,800.00	8/15	8/15	1	3	WED	1	
	PROGRAM :	EYEWIT NWS 5												
	RA35-64 :	3.0												
	CON COM1:	EYEWIT NWS 5												
21				530A-600A	30		\$650.00	8/15	8/15	1	2	WED	1	
	PROGRAM :	EYE-5AM DAYBRK												
	RA35-64 :	2.3												
	CON COM1:	EYE-5AM DAYBRK												
22				600P-630P	30		\$2,100.00	8/15	8/15	1	3	WED	1	
	PROGRAM :	EYEWIT NWS 6												
	RA35-64 :	4.2												
	CON COM1:	EYEWIT NWS 6												
23				700P-730P	30		\$2,100.00	8/15	8/15	1	2	WED	1	
	PROGRAM :	INSIDE EDITION												
	RA35-64 :	5.0												
	CON COM1:	INSIDE EDITION												
AUG/12				30050.00				CONTRACT TOTAL	TOTAL SPOTS	30050.00	21			

MARKET TOTALS \$150,250 WSOC 20% WBTW 28% WCNC 15% WCCB 36% WJZY 0% WMYT 0% WAXN 1%  
PANTHERS PRESEASON BOOKED ON WCCB  
SVC- NSI  
DEMOs- RA35-64\*